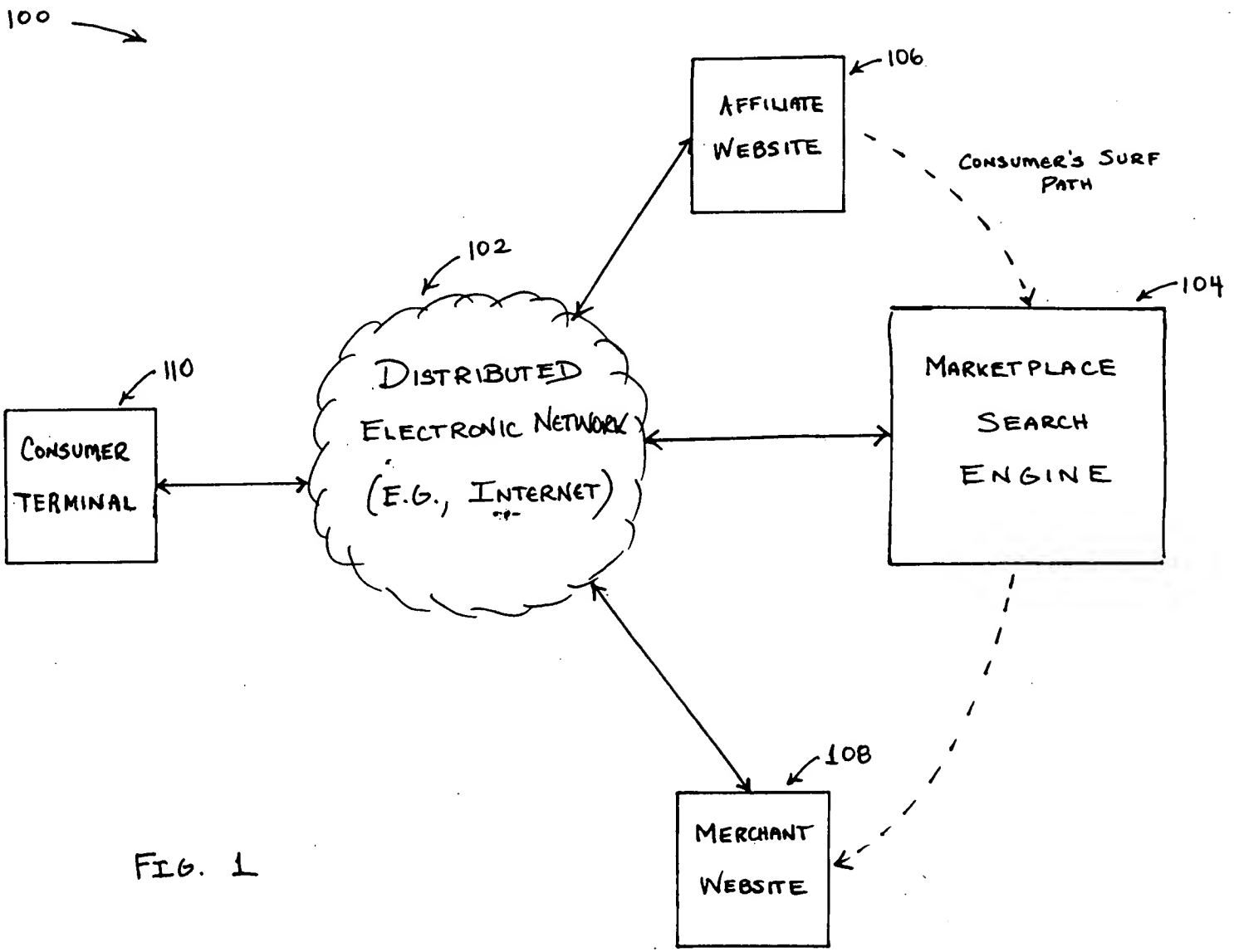
100
106
AFFILIATE WEBSITE
CONSUMER'S SURF PATH
102
104
110
DISTRIBUTED ELECTRONIC NETWORK (E.G., INTERNET)
CONSUMER TERMINAL
MARKETPLACE SEARCH ENGINE
108
MERCHANT WEBSITE

FIG. 1

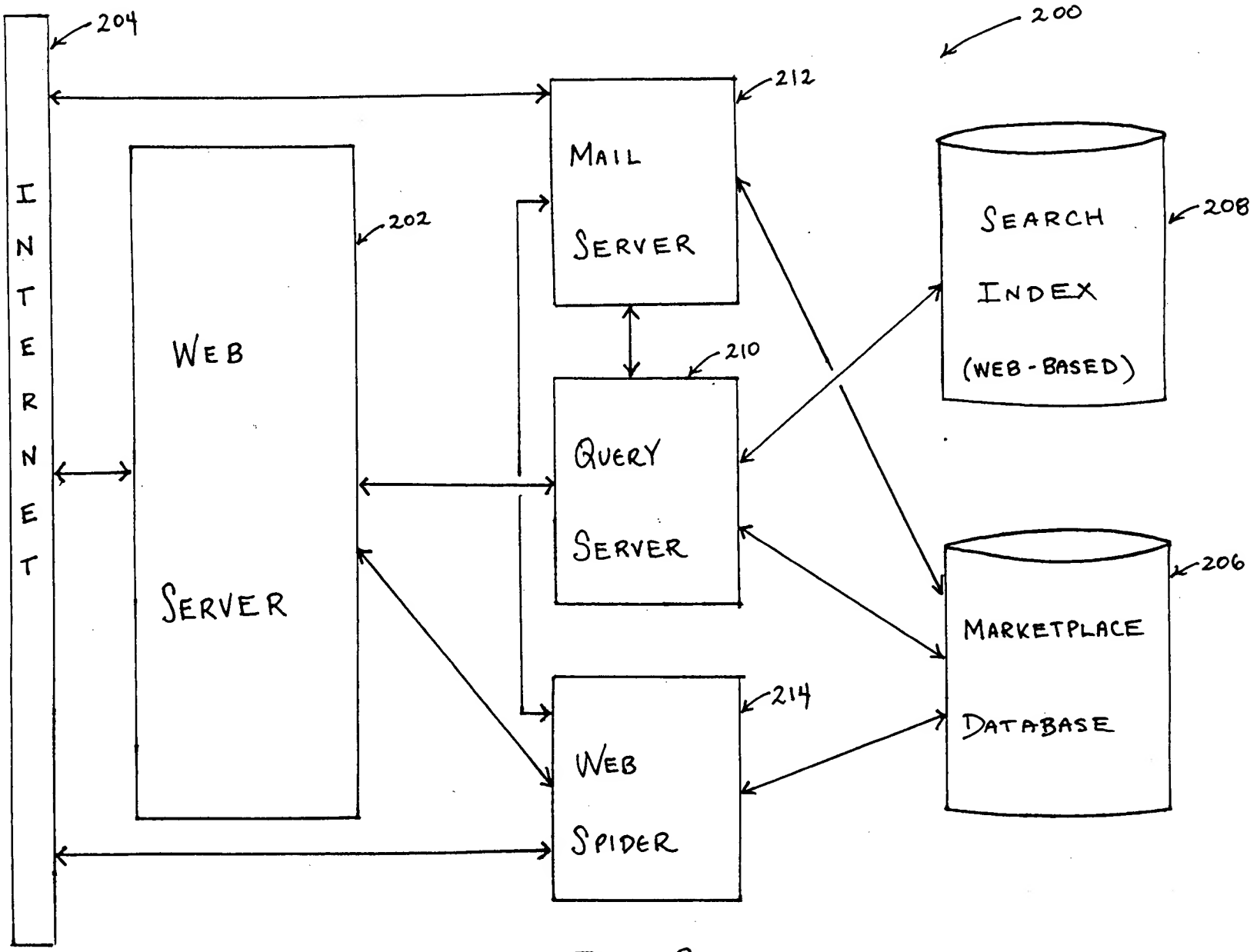
200
204
INTERNET
212
MAIL SERVER
202
WEB SERVER
210
QUERY SERVER
214
WEB SPIDER
208
SEARCH INDEX (WEB-BASED)
206
MARKETPLACE DATABASE

FIG. 2

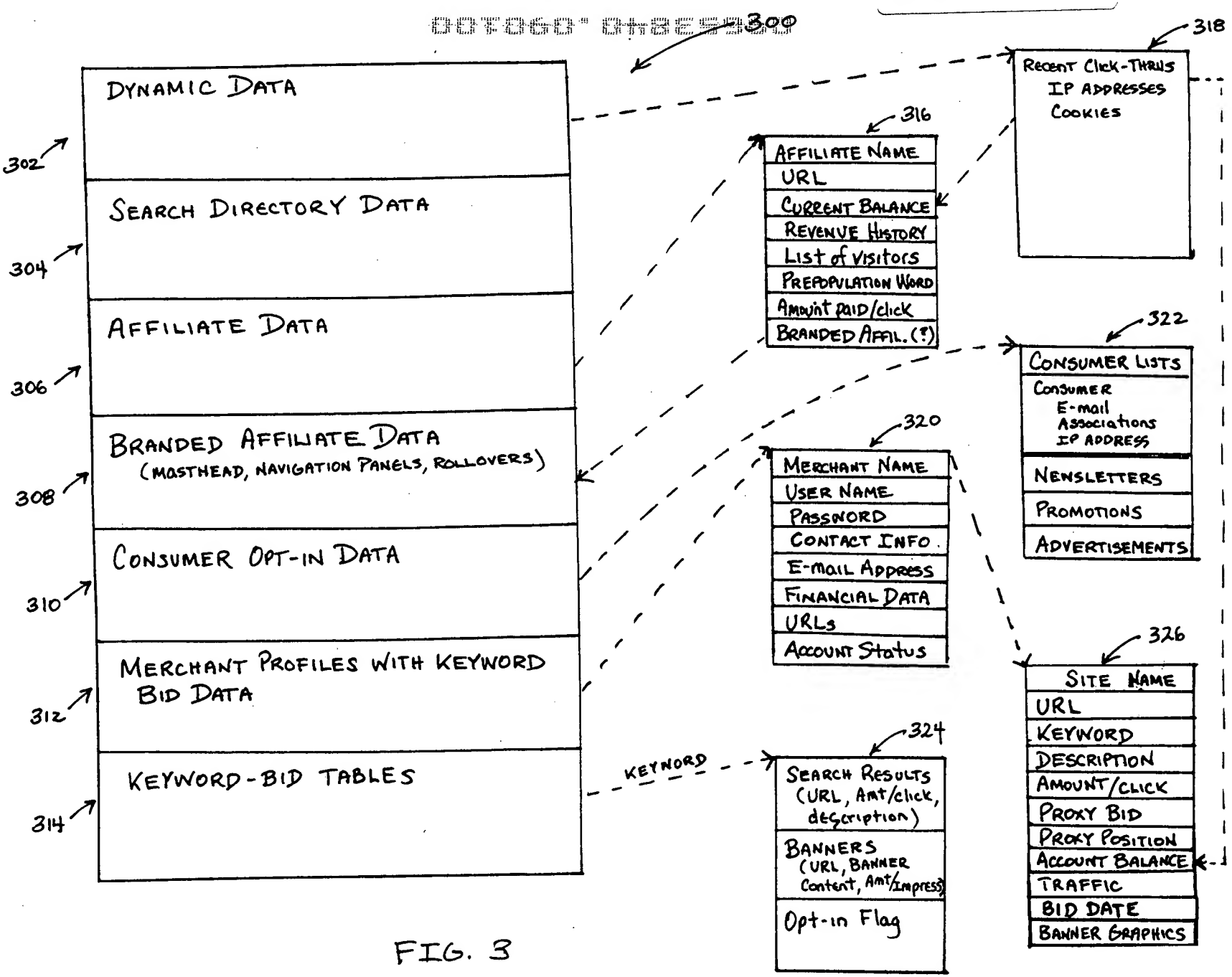
DATABASE 300
DYNAMIC DATA
302
SEARCH DIRECTORY DATA
304
AFFILIATE DATA
306
BRANDED AFFILIATE DATA
(MASTHEAD, NAVIGATION PANELS, ROLLOVERS)
308
CONSUMER OPT-IN DATA
310
MERCHANT PROFILES WITH KEYWORD BID DATA
312
KEYWORD-BID TABLES
314
KEYWORD
318
RECENT CLICK-THRUS
IP ADDRESSES
COOKIES
316
AFFILIATE NAME
URL
CURRENT BALANCE
REVENUE HISTORY
LIST of VISITORS
PREPOPULATION WORD
AMOUNT PAID/CLICK
BRANDED AFFIL. (?)
322
CONSUMER LISTS
CONSUMER
E-mail
ASSOCIATIONS
IP ADDRESS
NEWSLETTERS
PROMOTIONS
ADVERTISEMENTS
320
MERCHANT NAME
USER NAME
PASSWORD
CONTACT INFO
E-mail ADDRESS
FINANCIAL DATA
URLs
ACCOUNT STATUS
326
SITE NAME
URL
KEYWORD
DESCRIPTION
AMOUNT/CLICK
PROXY BID
PROXY POSITION
ACCOUNT BALANCE
TRAFFIC
BID DATE
BANNER GRAPHICS
324
SEARCH RESULTS
(URL, Amt/click, description)
BANNERS
(URL, BANNER Content, Amt/Impress)
Opt-in Flag

FIG. 3

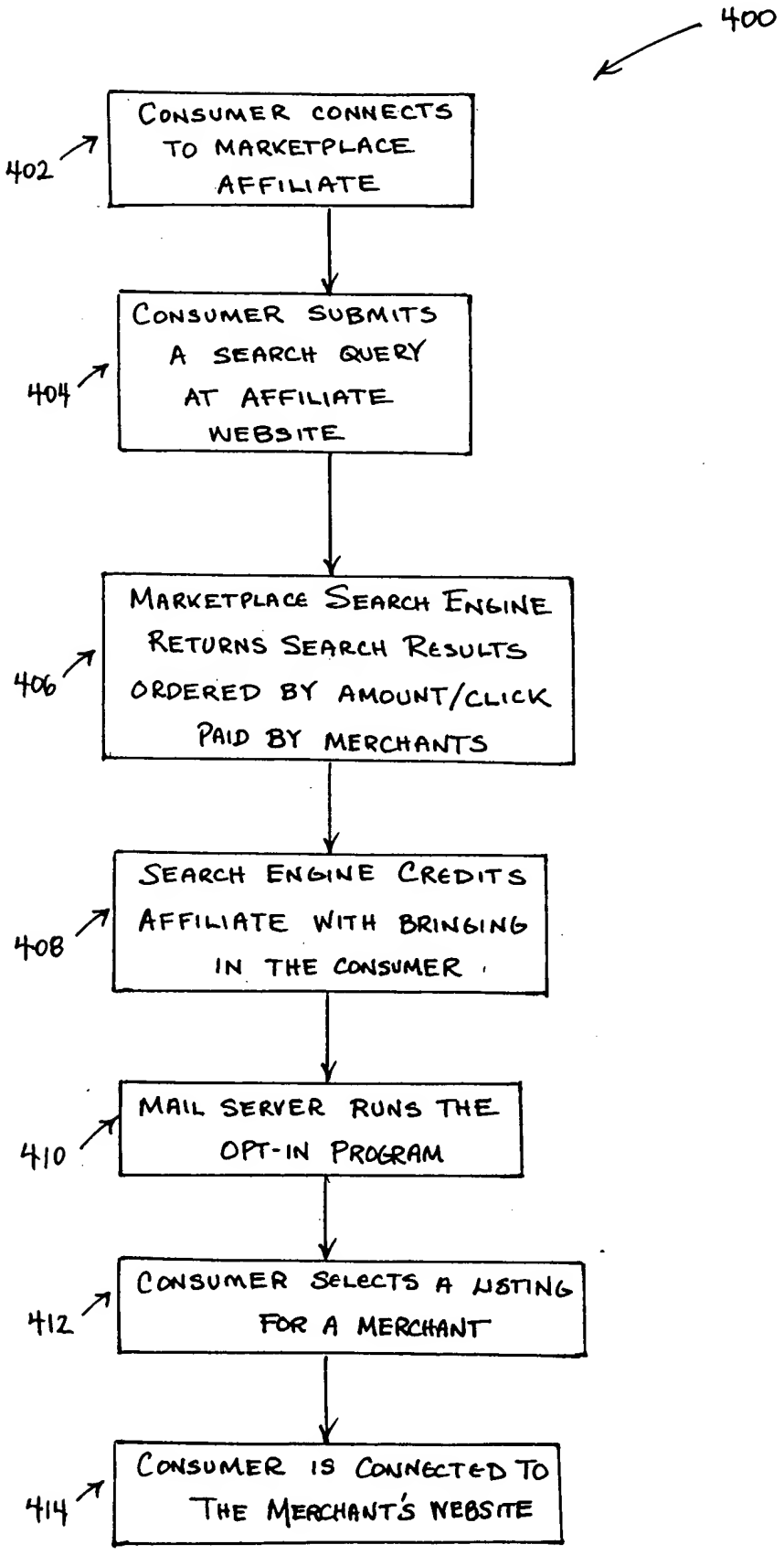
400
CONSUMER CONNECTS TO MARKETPLACE AFFILIATE
402
CONSUMER SUBMITS A SEARCH QUERY AT AFFILIATE WEBSITE
404
MARKETPLACE SEARCH ENGINE RETURNS SEARCH RESULTS ORDERED BY AMOUNT/CLICK PAID BY MERCHANTS
406
SEARCH ENGINE CREDITS AFFILIATE WITH BRINGING IN THE CONSUMER
408
MAIL SERVER RUNS THE OPT-IN PROGRAM
410
CONSUMER SELECTS A LISTING FOR A MERCHANT
412
CONSUMER IS CONNECTED TO THE MERCHANT'S WEBSITE
414

FIG. 4

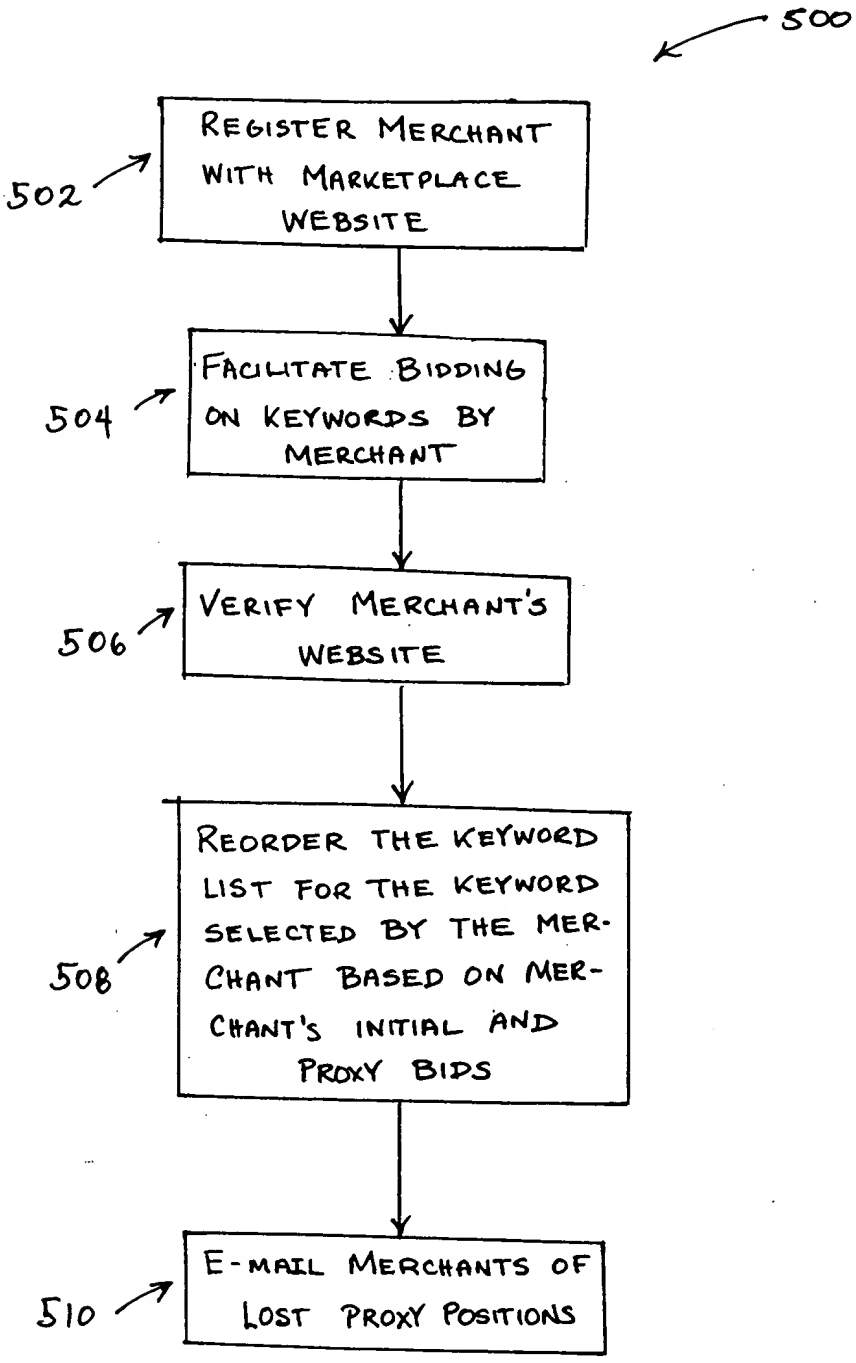
500
502
REGISTER MERCHANT WITH MARKETPLACE WEBSITE
504
FACILITATE BIDDING ON KEYWORDS BY MERCHANT
506
VERIFY MERCHANT'S WEBSITE
508
REORDER THE KEYWORD LIST FOR THE KEYWORD SELECTED BY THE MERCHANT BASED ON MERCHANT'S INITIAL AND PROXY BIDS
510
E-MAIL MERCHANTS OF LOST PROXY POSITIONS

FIG. 5

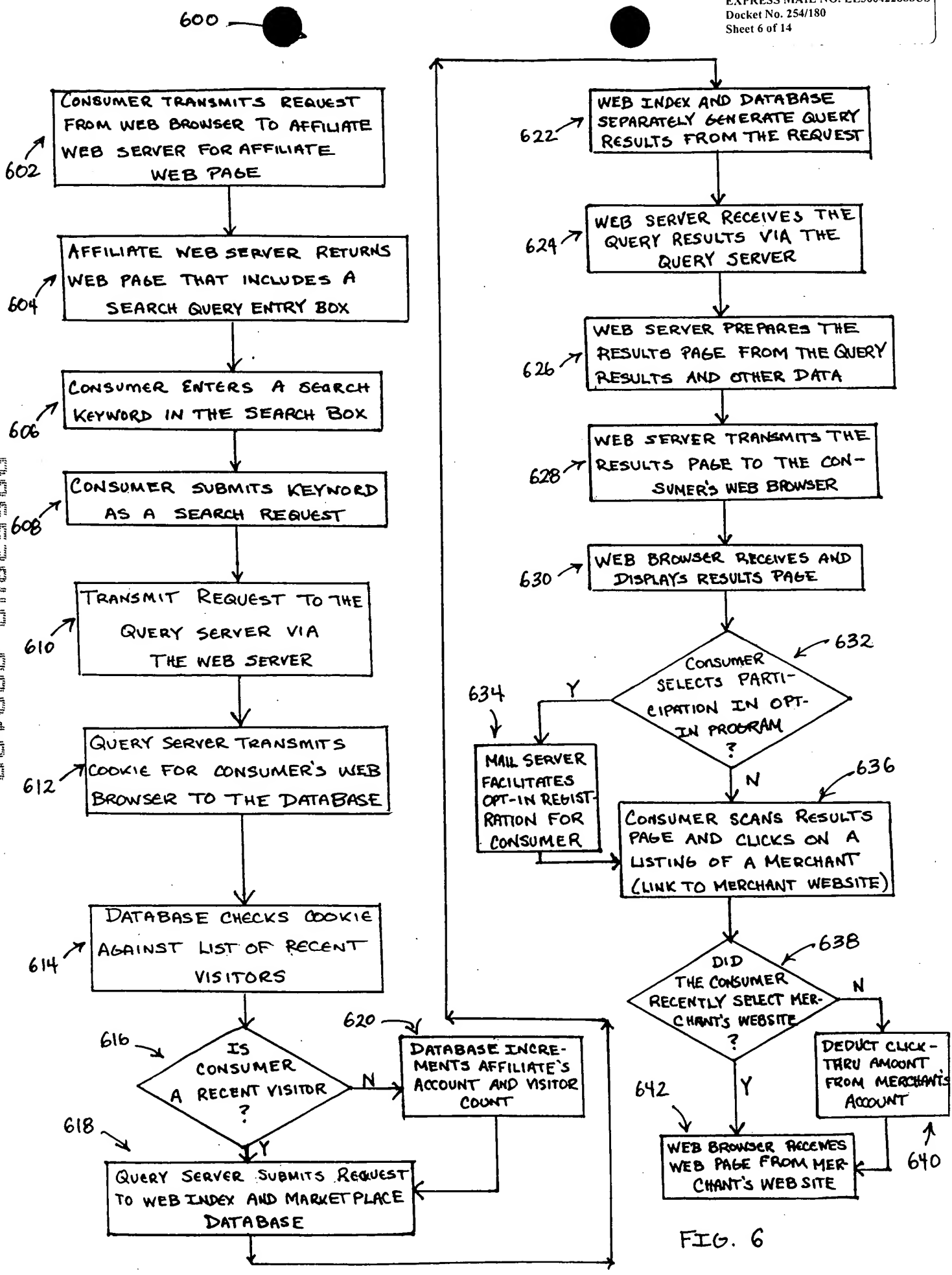
600
CONSUMER TRANSMITS REQUEST FROM WEB BROWSER TO AFFILIATE WEB SERVER FOR AFFILIATE WEB PAGE
602
AFFILIATE WEB SERVER RETURNS WEB PAGE THAT INCLUDES A SEARCH QUERY ENTRY BOX
604
CONSUMER ENTERS A SEARCH KEYWORD IN THE SEARCH BOX
606
CONSUMER SUBMITS KEYWORD AS A SEARCH REQUEST
608
TRANSMIT REQUEST TO THE QUERY SERVER VIA THE WEB SERVER
610
QUERY SERVER TRANSMITS COOKIE FOR CONSUMER'S WEB BROWSER TO THE DATABASE
612
DATABASE CHECKS COOKIE AGAINST LIST OF RECENT VISITORS
614
IS CONSUMER A RECENT VISITOR ?
616
N
Y
DATABASE INCREMENTS AFFILIATE'S ACCOUNT AND VISITOR COUNT
620
QUERY SERVER SUBMITS REQUEST TO WEB INDEX AND MARKETPLACE DATABASE
618
WEB INDEX AND DATABASE SEPARATELY GENERATE QUERY RESULTS FROM THE REQUEST
622
WEB SERVER RECEIVES THE QUERY RESULTS VIA THE QUERY SERVER
624
WEB SERVER PREPARES THE RESULTS PAGE FROM THE QUERY RESULTS AND OTHER DATA
626
WEB SERVER TRANSMITS THE RESULTS PAGE TO THE CONSUMER'S WEB BROWSER
628
WEB BROWSER RECEIVES AND DISPLAYS RESULTS PAGE
630
CONSUMER SELECTS PARTICIPATION IN OPT-IN PROGRAM ?
632
Y
N
MAIL SERVER FACILITATES OPT-IN REGISTRATION FOR CONSUMER
634
CONSUMER SCANS RESULTS PAGE AND CLICKS ON A LISTING OF A MERCHANT (LINK TO MERCHANT WEBSITE)
636
DID THE CONSUMER RECENTLY SELECT MERCHANT'S WEBSITE ?
638
N
Y
DEDUCT CLICK-THRU AMOUNT FROM MERCHANT'S ACCOUNT
640
WEB BROWSER RECEIVES WEB PAGE FROM MERCHANT'S WEB SITE
642

FIG. 6

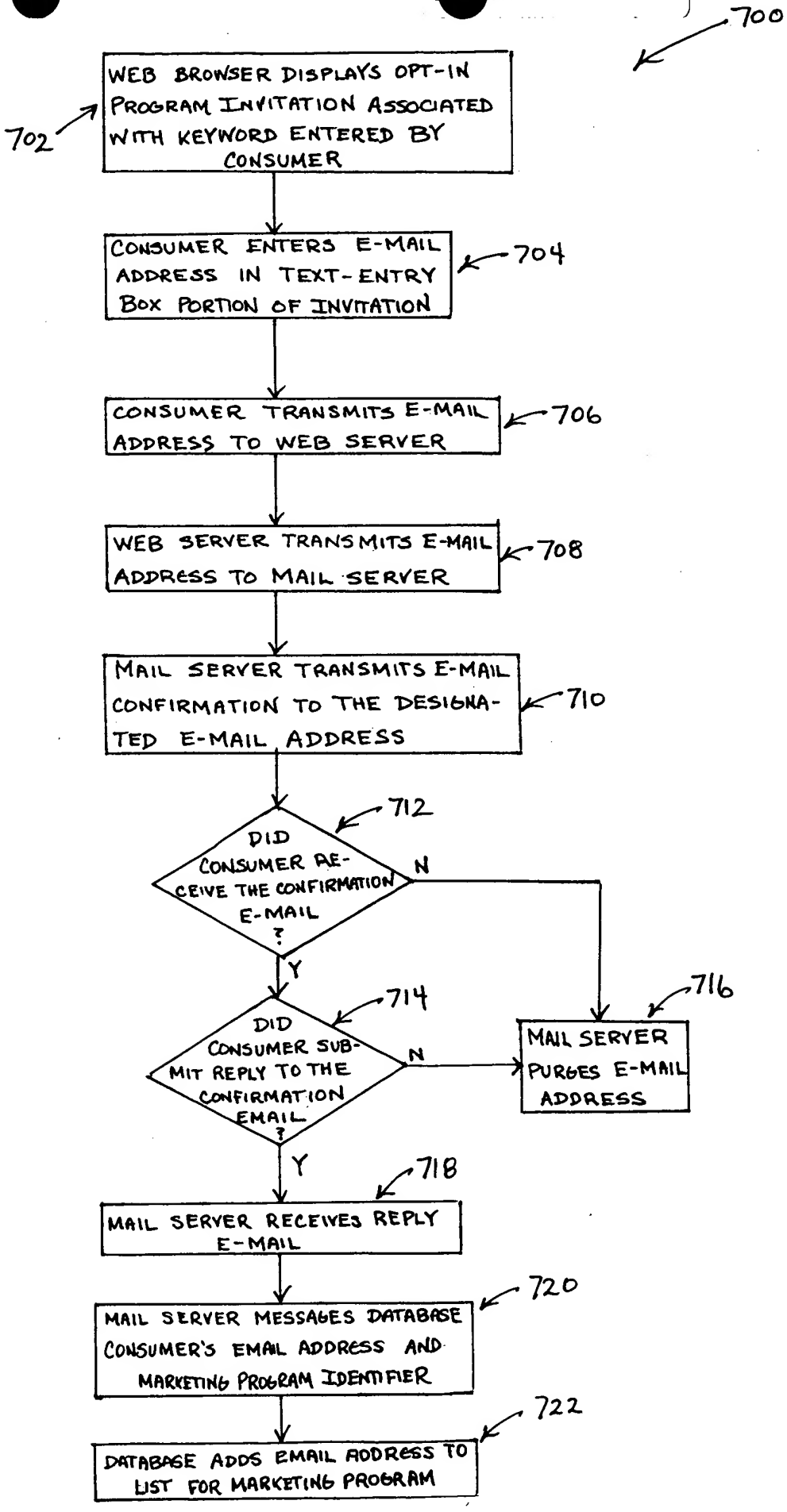
700
WEB BROWSER DISPLAYS OPT-IN PROGRAM INVITATION ASSOCIATED WITH KEYWORD ENTERED BY CONSUMER
702
CONSUMER ENTERS E-MAIL ADDRESS IN TEXT-ENTRY BOX PORTION OF INVITATION
704
CONSUMER TRANSMITS E-MAIL ADDRESS TO WEB SERVER
706
WEB SERVER TRANSMITS E-MAIL ADDRESS TO MAIL SERVER
708
MAIL SERVER TRANSMITS E-MAIL CONFIRMATION TO THE DESIGNATED E-MAIL ADDRESS
710
DID CONSUMER RECEIVE THE CONFIRMATION E-MAIL ?
712
N
Y
DID CONSUMER SUBMIT REPLY TO THE CONFIRMATION EMAIL ?
714
N
MAIL SERVER PURGES E-MAIL ADDRESS
716
Y
MAIL SERVER RECEIVES REPLY E-MAIL
718
MAIL SERVER MESSAGES DATABASE CONSUMER'S EMAIL ADDRESS AND MARKETING PROGRAM IDENTIFIER
720
DATABASE ADDS EMAIL ADDRESS TO LIST FOR MARKETING PROGRAM
722

FIG. 7

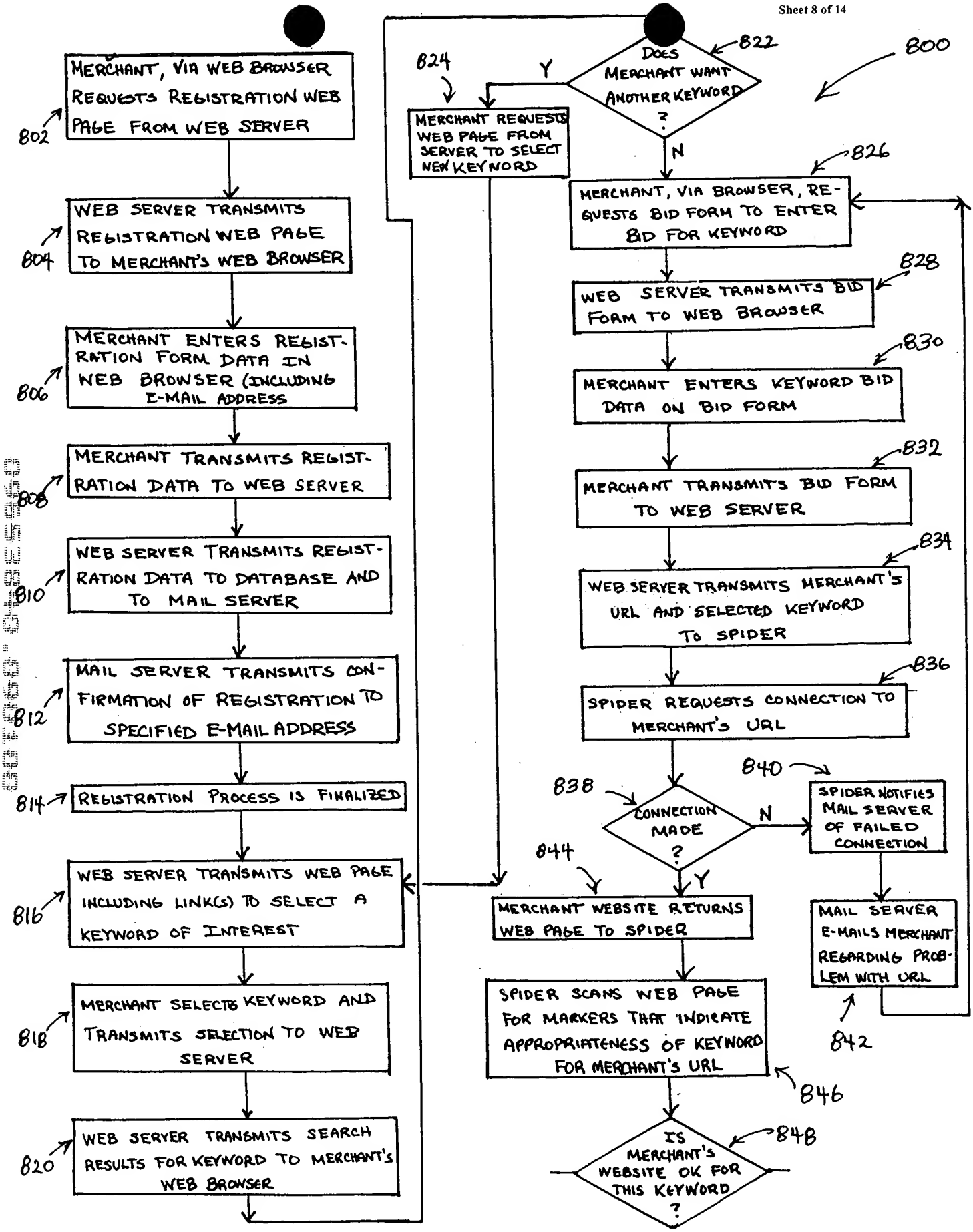
800
802
MERCHANT, VIA WEB BROWSER REQUESTS REGISTRATION WEB PAGE FROM WEB SERVER
804
WEB SERVER TRANSMITS REGISTRATION WEB PAGE TO MERCHANT'S WEB BROWSER
806
MERCHANT ENTERS REGISTRATION FORM DATA IN WEB BROWSER (INCLUDING E-MAIL ADDRESS
808
MERCHANT TRANSMITS REGISTRATION DATA TO WEB SERVER
810
WEB SERVER TRANSMITS REGISTRATION DATA TO DATABASE AND TO MAIL SERVER
812
MAIL SERVER TRANSMITS CONFIRMATION OF REGISTRATION TO SPECIFIED E-MAIL ADDRESS
814
REGISTRATION PROCESS IS FINALIZED
816
WEB SERVER TRANSMITS WEB PAGE INCLUDING LINK(S) TO SELECT A KEYWORD OF INTEREST
818
MERCHANT SELECTS KEYWORD AND TRANSMITS SELECTION TO WEB SERVER
820
WEB SERVER TRANSMITS SEARCH RESULTS FOR KEYWORD TO MERCHANT'S WEB BROWSER
822
DOES MERCHANT WANT ANOTHER KEYWORD ?
Y
824
MERCHANT REQUESTS WEB PAGE FROM SERVER TO SELECT NEW KEYWORD
N
826
MERCHANT, VIA BROWSER, REQUESTS BID FORM TO ENTER BID FOR KEYWORD
828
WEB SERVER TRANSMITS BID FORM TO WEB BROWSER
830
MERCHANT ENTERS KEYWORD BID DATA ON BID FORM
832
MERCHANT TRANSMITS BID FORM TO WEB SERVER
834
WEB SERVER TRANSMITS MERCHANT'S URL AND SELECTED KEYWORD TO SPIDER
836
SPIDER REQUESTS CONNECTION TO MERCHANT'S URL
838
CONNECTION MADE ?
N
840
SPIDER NOTIFIES MAIL SERVER OF FAILED CONNECTION
MAIL SERVER E-MAILS MERCHANT REGARDING PROBLEM WITH URL
842
Y
844
MERCHANT WEBSITE RETURNS WEB PAGE TO SPIDER
SPIDER SCANS WEB PAGE FOR MARKERS THAT INDICATE APPROPRIATENESS OF KEYWORD FOR MERCHANT'S URL
846
848
IS MERCHANT'S WEBSITE OK FOR THIS KEYWORD ?
[CONT. ON FIG. 8B]

FIG. 8A

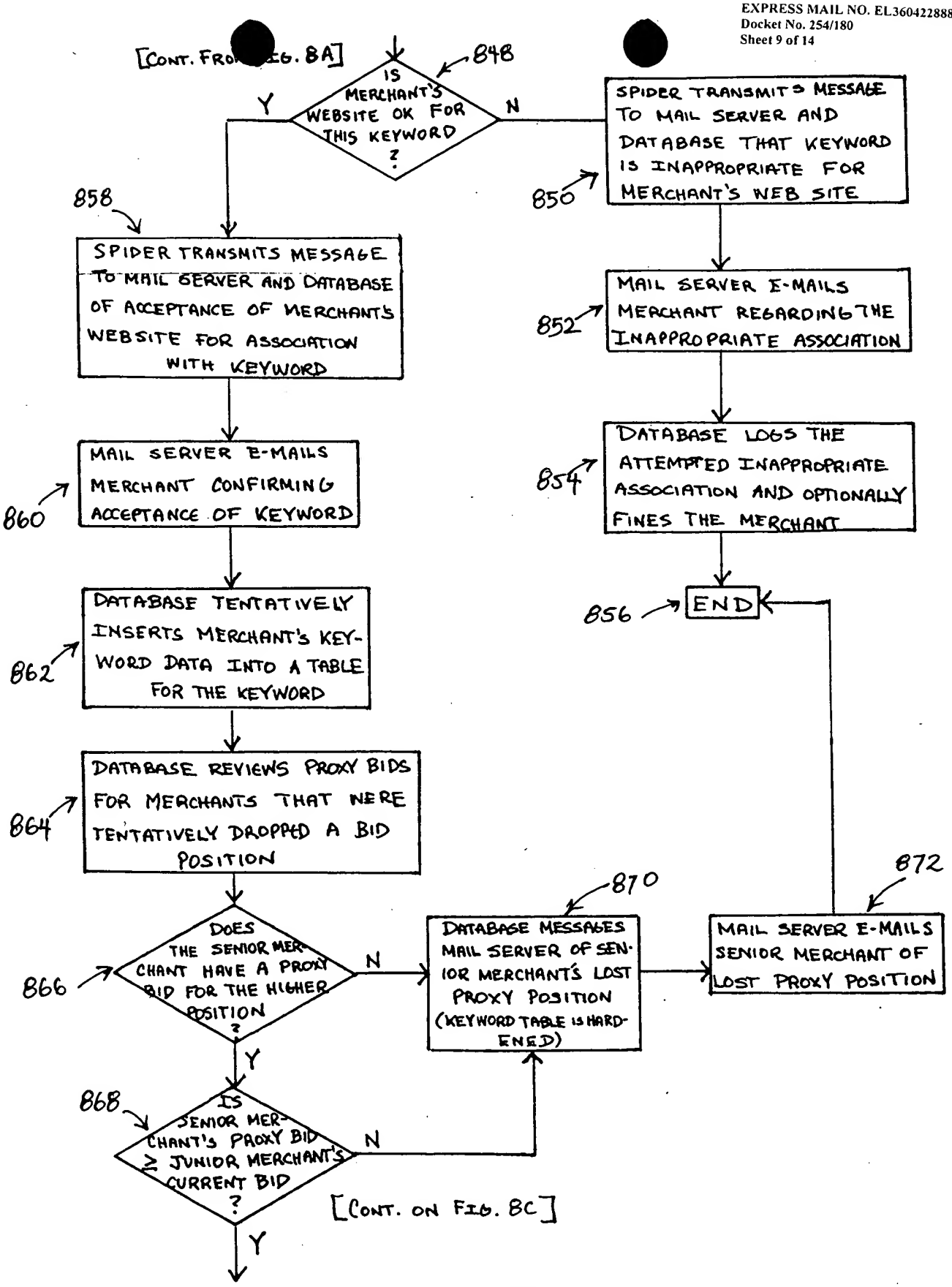
[CONT. FROM FIG. 8A]
IS MERCHANT'S WEBSITE OK FOR THIS KEYWORD ?
848
Y
N
SPIDER TRANSMITS MESSAGE TO MAIL SERVER AND DATABASE THAT KEYWORD IS INAPPROPRIATE FOR MERCHANT'S WEB SITE
850
MAIL SERVER E-MAILS MERCHANT REGARDING THE INAPPROPRIATE ASSOCIATION
852
DATABASE LOGS THE ATTEMPTED INAPPROPRIATE ASSOCIATION AND OPTIONALLY FINES THE MERCHANT
854
END
856
858
SPIDER TRANSMITS MESSAGE TO MAIL SERVER AND DATABASE OF ACCEPTANCE OF MERCHANT'S WEBSITE FOR ASSOCIATION WITH KEYWORD
MAIL SERVER E-MAILS MERCHANT CONFIRMING ACCEPTANCE OF KEYWORD
860
DATABASE TENTATIVELY INSERTS MERCHANT'S KEYWORD DATA INTO A TABLE FOR THE KEYWORD
862
DATABASE REVIEWS PROXY BIDS FOR MERCHANTS THAT WERE TENTATIVELY DROPPED A BID POSITION
864
DOES THE SENIOR MERCHANT HAVE A PROXY BID FOR THE HIGHER POSITION ?
866
N
Y
DATABASE MESSAGES MAIL SERVER OF SENIOR MERCHANT'S LOST PROXY POSITION (KEYWORD TABLE IS HARDENED)
870
MAIL SERVER E-MAILS SENIOR MERCHANT OF LOST PROXY POSITION
872
IS SENIOR MERCHANT'S PROXY BID ≥ JUNIOR MERCHANT'S CURRENT BID ?
868
N
Y
[CONT. ON FIG. 8C]

FIG. 8B

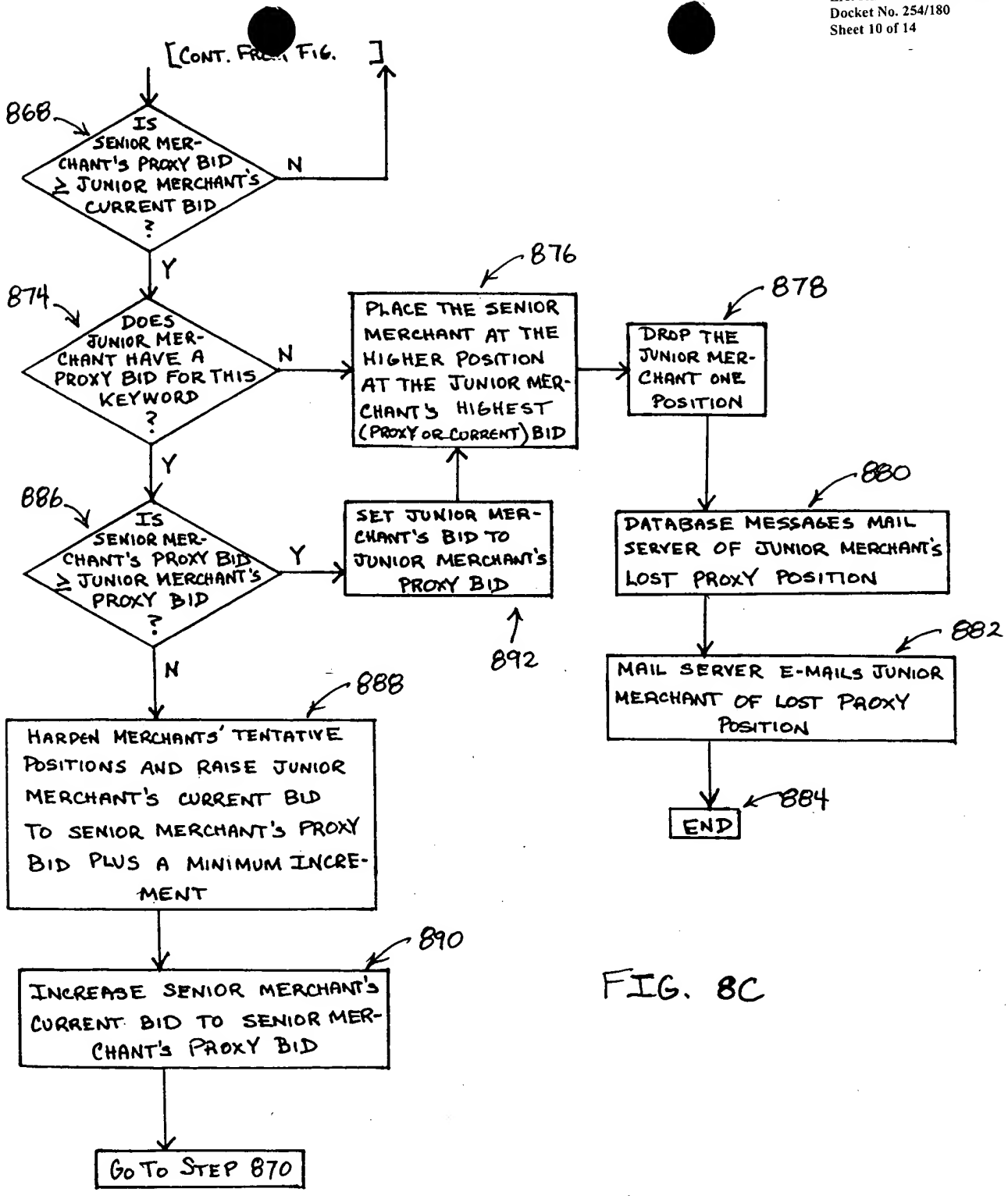
[CONT. FROM FIG.]
868
IS SENIOR MERCHANT'S PROXY BID ≥ JUNIOR MERCHANT'S CURRENT BID ?
N
Y
874
DOES JUNIOR MERCHANT HAVE A PROXY BID FOR THIS KEYWORD ?
N
Y
876
PLACE THE SENIOR MERCHANT AT THE HIGHER POSITION AT THE JUNIOR MERCHANT'S HIGHEST (PROXY OR CURRENT) BID
878
DROP THE JUNIOR MERCHANT ONE POSITION
880
DATABASE MESSAGES MAIL SERVER OF JUNIOR MERCHANT'S LOST PROXY POSITION
882
MAIL SERVER E-MAILS JUNIOR MERCHANT OF LOST PAOXY POSITION
884
END
886
IS SENIOR MERCHANT'S PROXY BID ≥ JUNIOR MERCHANT'S PROXY BID ?
Y
SET JUNIOR MERCHANT'S BID TO JUNIOR MERCHANT'S PROXY BID
892
N
888
HARDEN MERCHANTS' TENTATIVE POSITIONS AND RAISE JUNIOR MERCHANT'S CURRENT BID TO SENIOR MERCHANT'S PROXY BID PLUS A MINIMUM INCREMENT
890
INCREASE SENIOR MERCHANT'S CURRENT BID TO SENIOR MERCHANT'S PROXY BID
GO TO STEP 870

FIG. 8C

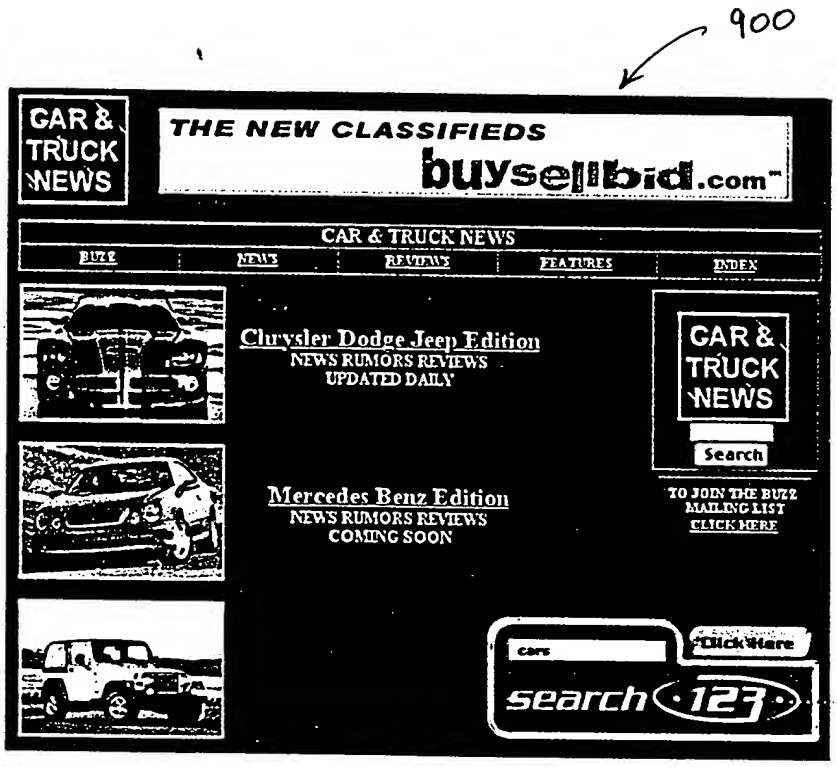
900
CAR & TRUCK NEWS
THE NEW CLASSIFIEDS
buysellbid.com
CAR & TRUCK NEWS
BUZZ
NEWS
REVIEWS
FEATURES
INDEX
Chrysler Dodge Jeep Edition
NEWS RUMORS REVIEWS
UPDATED DAILY
Mercedes Benz Edition
NEWS RUMORS REVIEWS
COMING SOON
CAR & TRUCK NEWS
Search
TO JOIN THE BUZZ MAILING LIST
CLICK HERE
cars
Click Here
search 123

FIG. 9

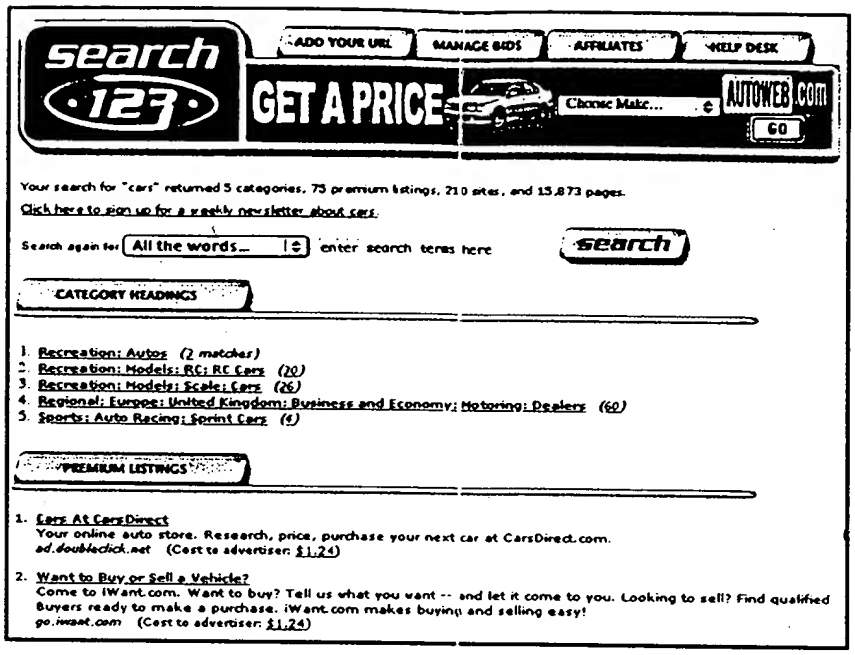

FIG. 10A

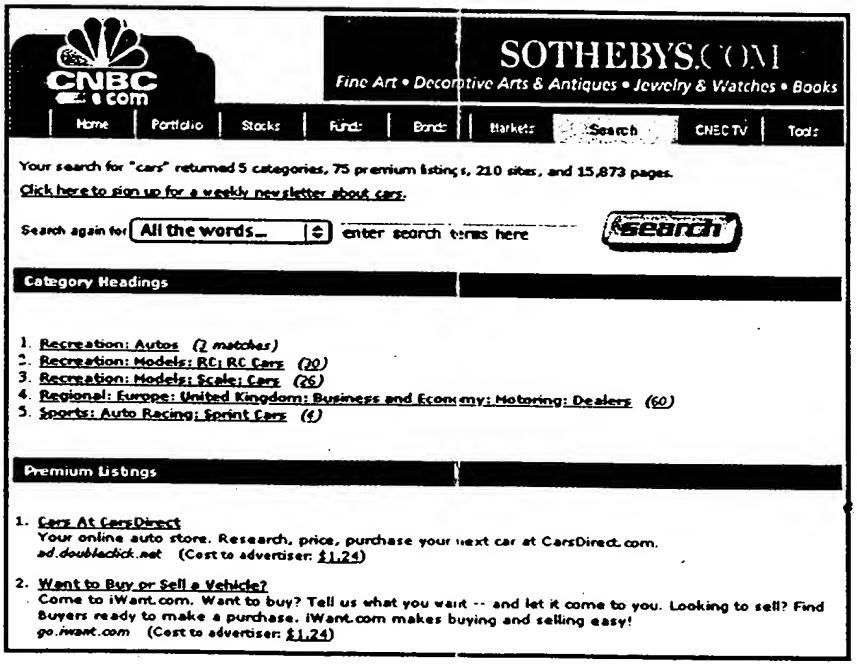

FIG. 10B

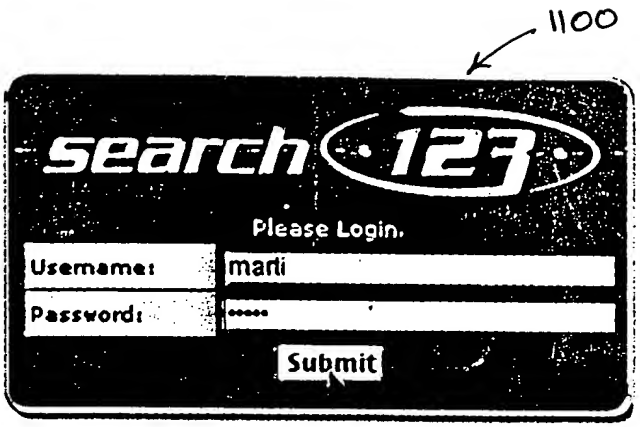
1100
search 123
Please Login.
Username:
marti
Password:
Submit

FIG. 11

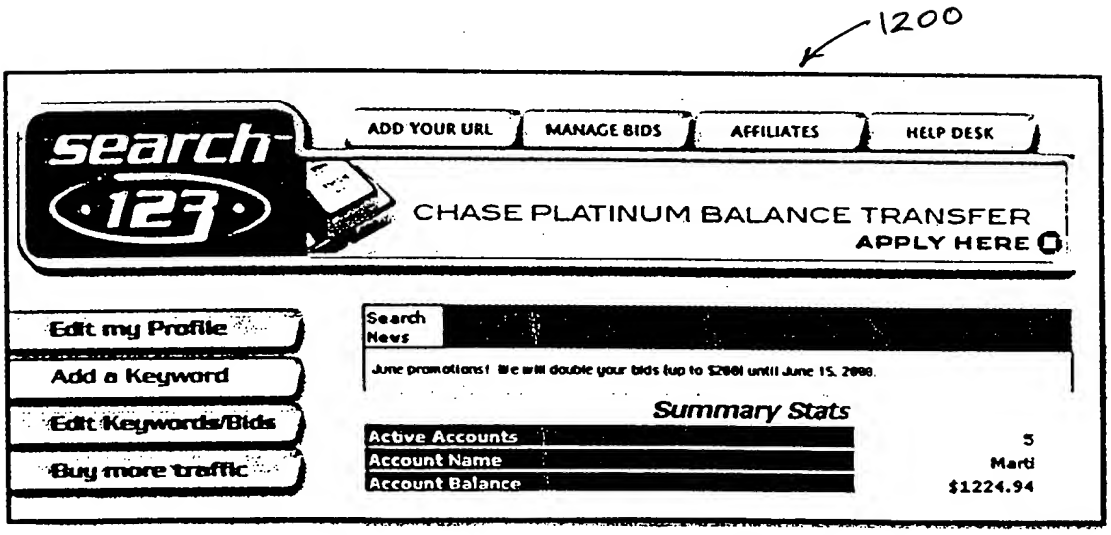
1200
search 123
ADD YOUR URL
MANAGE BIDS
AFFILIATES
HELP DESK
CHASE PLATINUM BALANCE TRANSFER
APPLY HERE
Edit my Profile
Add a Keyword
Edit Keywords/Bids
Buy more traffic
Search News
June promotions! We will double your bids (up to $200) until June 15, 2008.
Summary Stats
Active Accounts
Account Name
Account Balance
5
Marti
$1224.94

FIG. 12

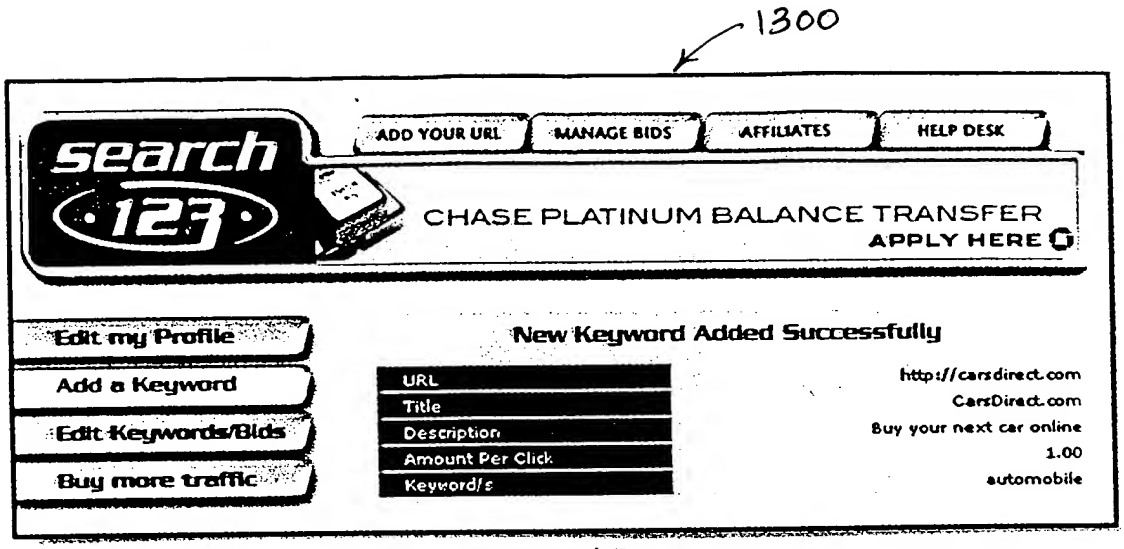
1300
search 123
ADD YOUR URL
MANAGE BIDS
AFFILIATES
HELP DESK
CHASE PLATINUM BALANCE TRANSFER
APPLY HERE
Edit my Profile
Add a Keyword
Edit Keywords/Bids
Buy more traffic
New Keyword Added Successfully
URL
Title
Description
Amount Per Click
Keyword/s
http://carsdirect.com
CarsDirect.com
Buy your next car online
1.00
automobile

FIG. 13

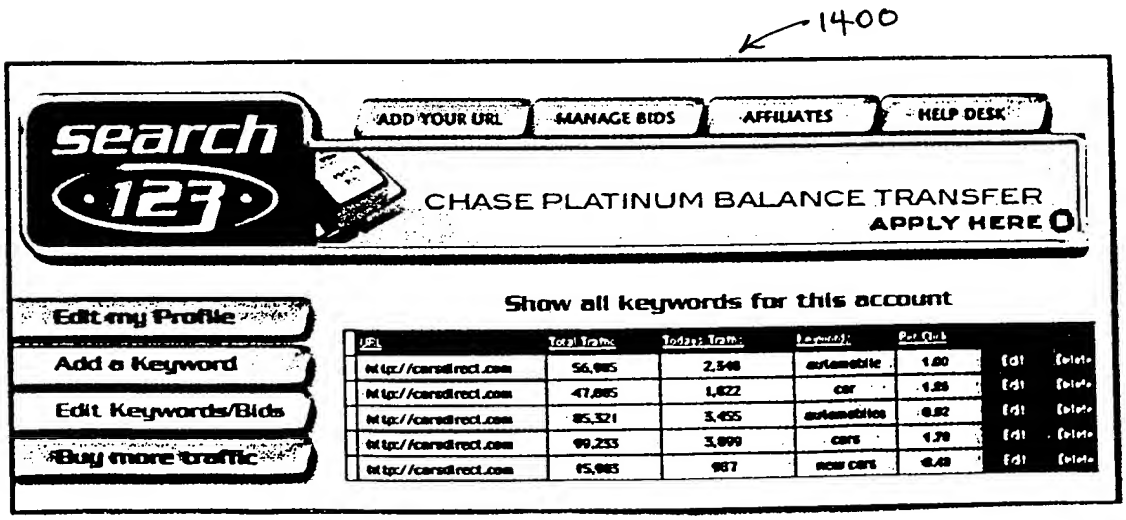
1400
search 123
ADD YOUR URL
MANAGE BIDS
AFFILIATES
HELP DESK
CHASE PLATINUM BALANCE TRANSFER
APPLY HERE
Edit my Profile
Add a Keyword
Edit Keywords/Bids
Buy more traffic
Show all keywords for this account
URL
Total Traffic
Today's Traffic
Keyword
Per Click
http://carsdirect.com 56,985 2,548 automobile 1.00 Edit Delete
http://carsdirect.com 47,885 1,822 car 1.85 Edit Delete
http://carsdirect.com 85,321 3,455 automobiles 0.82 Edit Delete
http://carsdirect.com 99,233 3,899 cars 1.70 Edit Delete
http://carsdirect.com 65,985 987 new cars 0.69 Edit Delete

FIG. 14